

Minutes of the
APPRENTICESHIP ADVISORY COUNCIL
Advisory to DWD, Bureau of Apprenticeship Standards
and
Wisconsin Technical College System Board

Crowne Plaza Hotel, Madison, Wisconsin
Tuesday, January 22, 2013

MEMBERS PRESENT

Wayne Belanger	Brent Kindred	Clay Tschillard
Jose Bucio	Karen Morgan (ex-officio)	Mary Watrud
Gert Grohmann	Dawn Pratt	Mark Wieseke
Terry Hayden	Robert Riberich	Marge Wood
Mark Hoffmann	Cathie Tikkanen	

MEMBERS NOT PRESENT

Earl Buford	Patrick O'Connor
Rebecca Hogan	Susan Scaffidi
Henry Hurt	Daniel VandenBush

CONSULTANTS, GUESTS and SPEAKERS

Jonathan Barry	Deputy Secretary, Department of Workforce Development (DWD)
Lisa Boyd	Administrator, DWD/Division of Employment & Training (DET)
Jim Cook	Madison Area Technical College
Morna Foy	President, Wisconsin Technical College System
Scott Hamilton	Int'l Association of Plumbing and Mechanical Officials (IAPMO)
Katie Roberts	Wisconsin Technical College System
Owen Smith	DWD-DET Bureau of Apprenticeship Standards (BAS)
Kathy Wellington	DWD-DET Bureau of Apprenticeship Standards (BAS)

Welcome, Introductions and Check-In

The meeting was called to order at 10:02 by Co-chair Hayden, with self-introductions all around. During introductions, members congratulated Co-chair Hayden on recently being named President of the Wisconsin Pipe Trades Association.

Co-chair Hayden announced that Ms. Lisa Boyd was in attendance to welcome members and provide an update on DWD's Division of Employment and Training (DET) activities. Ms. Morgan gave a brief introduction, noting that Ms. Boyd is the Administrator of the Division of Employment and Training at DWD, which houses the Bureau of Apprenticeship Standards.

Ms. Boyd greeted members warmly and spoke about apprenticeship and the work of BAS and the Council within the broader context of DET's workforce strategies. Her remarks were brief and she framed them as "looking forward":

- DET is interested in improved partnership between apprenticeship and Wisconsin's other workforce programs. Toward that end:
 - Ms. Morgan is meeting with Workforce Development Board directors on January 28, 2013 to build linkages and partnership.
 - The former Council on Workforce Investment (CWI) is being re-constituted with new members, new purpose and a new name.

- The new CWI will actively engage workforce issues, rather than function as simply an approval body.
 - DWD has requested that GPR funding be made available to the new CWI for distribution, likely in the form of grants, for workforce training purposes.
- Strategies will be pursued to better bridge youth and adult apprenticeship services.
 - Efforts will include participation of industry stakeholders, particularly those who have had some success in both programs.
- BAS is embarking on a high-profile outreach campaign using an array of newly branded products that have received favorable response from DWD Secretary Newson and Deputy Secretary Barry.

In discussion with members, Ms. Boyd reminded them that they have an open channel of communication to her through Karen, or directly. Discussion included:

- Ms. Wood question: Will BAS be moved to GPR funding? Ms. Boyd responded that DWD has requested this in the budget and has heard that the request is being viewed favorably. Ms. Boyd stated that she is optimistic that it will go through, but can only wait to hear how it will turn out.
- Ms. Pratt comment: Governor's taskforce items are very exciting, especially the bridges between youth and adult apprenticeship.
- Mr. Tschillard comment: The WDB of South Central Wisconsin has established a very good partnership between the workforce system and apprenticeship. It's still new and still growing, but it's a good model. As a Council member, he is gratified to see that DET will put effort into similar partnerships throughout the state.

Approval of Minutes

Co-chair Hayden referred members to the minutes of the September 18, 2012 Council meeting, which were included in the meeting packet. By unanimous voice vote, the Council approved the minutes of the September 18, 2012 Council meeting.

2014 Biennial Apprenticeship Conference Update

Ms. Morgan referred members to the conference status report which was included in the mailed meeting packet. She walked through the status report, during which she welcomed member feedback and discussion. Karen asked members to contact her with recommendations for keynote and plenary speakers. She informed members that an intern from Herzog College would be working with the Equal Access Sub-committee to bring the "Road to Apprenticeship" concept to fruition so that it would be ready by the conference, noting that this would be a very ambitious schedule.

General consensus revisions to the status report's content were made:

- Added the word "workforce" to the conference theme so it becomes, "The Apprenticeship Solution: Meeting the Workforce Challenge!"
- Changed a track name to read "Challenge of Partnership in Workforce Development"
- Identified language changes (e.g., "JACs" should read "local committees")

Comments, suggestions and status report review comments included:

- Explore an additional track with a more pronounced educational thread for K-12 & WTCS
 - Ensure that doesn't result in isolating education attendees
- Awards lunch will be omitted from this conference, but may return in the future
 - Lack of nominations from industry – BAS no longer nominates apprentices
 - Will be replaced with luncheon speaker, possibly Secretary Newson or apprenticeship champion with a broad perspective, such as Tony Swoop or Terry Benewich.
- Townhall is generally viewed as beneficial, but need to get the format and delivery right.
 - Explore a one-hour facilitated townhall with each Sub-committee, then a subsequent facilitated Townhall with the Council where the intent is to get feedback from an informed

- audience; would need a good independent facilitator; would be good if time allows for info to bubble up from Sub-committee townhalls to Council so they can prepare.
- Given BAS's return to GPR funding, we need better linkages to legislature.
 - Could Sub-committee chairs team up to get legislators to conference?
 - Probably need a set agenda with short timeframe, including Expo visit to make it "real"
 - DPI uses a "VIP Tour" format for legislators to accommodate their typically short attendance window; guided tour with prepared members or staff at designated spots, then bring everyone together for lunch or snack and opportunity to bring the message home about what they've seen and experienced.
 - Media is always invited – both print and TV
 - Need a packet specifically designed to address legislator audience (Mr. Bucio has a sample used by AFL-CIO and will provide to Ms. Morgan.)
 - Council could work with sponsors so that sponsors initiate an informational call to legislators as a follow-up to the packet or flyer – Do you understand apprenticeship? Do you have questions? Can I tell you how it benefits my company?
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- Regarding Expo, it is not yet determined if Expo will be included.
 - Area schools are Wisconsin Dells, Mauston, Adams-Friendship, Reedsburg, Portage, Lodi, Westfield, possibly Sauk Prairie, Lodi, Poynette and farther out.
 - Buses: In past, approx 25% of attending schools accepted the offer to pay for bus and driver costs; DPI uses 2 shuttle vans at Chula Vista, running every 10 minutes from expo tent to conference hall; Kobussen was vendor.
- Media should definitely be invited, encouraged to attend and broadcast.
- Consider filming event; possibly using Zwicker who filmed at 100th.
- Consider including TRANS program and manufacturing organizations on the agenda.
- Consider booths for educators (Tech colleges, etc.), possibly sponsors – like a job fair.
 - Consider a true job fair that focuses only on apprenticeship opportunities, weigh the impact of having it open to the public.

Ms. Morgan announced that she will not be the Master of Ceremonies at this conference. Members suggested that the Steering Committee identify an MC or MCs and make recommendation to the Council.

Ms. Morgan stated that she will be seeking members for the planning committee, which will have a broader, more work-assignment focus than the Conference Steering Committee. The Conference Steering Committee will bring recommendations to the Council.

New WTCS President Morna Foy Remarks:

Co-chair Riberich welcomed new WTCS President Morna Foy to the meeting and invited her to address the members. Ms. Foy, in her new role for only 11 days, discussed WTCS and how apprenticeship fits within that system. She cited three of her reasons for applying for the President position:

- Respect for and belief in technical career education, believing it is an appropriate and necessary function of government in Wisconsin.
- Tradition of technical training – the WTCS system has survived a full century in its original form., which is a testament to the vision and intelligence of those who crafted it way back in 1911.
- Tremendous staff at WTCS and throughout the system, tremendous partnerships.

Ms. Foy's remarks are summarized:

- She looks forward to working in concert with apprenticeship and views apprenticeship as:
 - more than a statutory mission to WTCS, it is an exceptional system of training.
 - a perfect component of the WTCS system, almost a model of technical training.
 - a proven learning method that is the foundation of the career pathway model where we work with employers to identifies skills and knowledge inherent to the work.

- Within WTCS, more emphasis is being placed on accelerated training, stemming from need to be more efficient and effective.
- Governor Walker is very interested in performance-based funding structures. WTCS is well-positioned, having submitted its plan with performance benchmarks already in place.
 - Need to provide better public access to performance data.
 - Need to better use performance data within WTCS for decision making.
 - Need to use performance data to make sure that WTCS programs are worth funding, that they have value.

Ms. Foy invited members to discuss strategies, ask questions or air concerns.

Ms. Morgan stated that an ongoing struggle is that apprenticeship numbers follow the economy – when jobs decline, apprenticeship numbers decline. At the same time, people unable to find work take refuge in classroom training. Apprenticeship gets viewed negatively by WTCS campuses for low class numbers at a time when the TC's other courses are growing. Without a formula or process to better support apprenticeship in that situation, campuses drop classes or implement remedies that are not vetted through industry and industry may look elsewhere for related instruction. As more independent training centers are built, the strength of this statewide partnership between WTCS and apprenticeship gets weakened.

Ms. Foy reiterated her view that apprenticeship is an integral and important component of WTCS. She stated that her commitment to apprenticeship is real and stated that she is offering that commitment to the Council right now, today. She stated that she can not make good on that commitment on her own – that WTCS and apprenticeship must work together to keep apprenticeship training viable within the WTCS system.

Co-chair Riberich and Mr. Hoffman inquired about distance training and circuit instruction. Mr. Hoffman noted the reality that hands-on related instruction is important to apprenticeship stakeholders. Ms. Foy stated that there are many new and innovative approaches to WTCS course delivery throughout the system. She discussed examples ranging from traditional distance learning to the mobile lab model established by a local TC and WDB partnership in the Green Bay area. She supposed that we must all be willing to take risks and perhaps encounter failure on our way to the real solution. She stated that we can find the solution by working together to make apprenticeship cost effective for the institutions so that apprenticeship instruction can be provided in a form and location that meets the needs of industry.

Co-chair Riberich thanked Ms. Foy for meeting with the Council. Hearing no other questions, he called upon Deputy Secretary Barry, who congratulated Ms. Foy on her new position as WTCS President. Mr. Barry informed the Council that Ms. Foy has the full support of the WTCS Board and encouraged members to renew efforts to keep the partnership strong and productive.

DWD Deputy Secretary Remarks:

Deputy Secretary Barry informed members that the Governor's budget contains an array of new and innovative approaches with a specific emphasis on workforce development. Highlights included:

- K-12 system needs to give young people the full choice of available options and better help them develop a goal and the plan to get there.
- Governor's budget will have a big emphasis on addressing the skills gap. He referred to a recent Georgetown University report projecting that 25% of future occupations will require a bachelor's degree, while the rest will require a specific skill or certificate.
- He noted the Department's support of alternative programs such as Second Chance and Operation Fresh Start, encouraging partnership between apprenticeship and these programs. He encouraged partnership with the workforce system.
 - Mr. Tschillard stated that the local differences among WDBs can complicate partnership efforts and asked Deputy Secretary Barry for DWD's help to strengthen this relationship.
 - Deputy Secretary Barry acknowledged that localized service structures can be a challenge, but noted that the "localization" also lends real value to the services within that area. He

encouraged members and staff to work harder to let the WDBS know what apprenticeship is and what it can do for employers and the workforce. He stated that they need to better understand apprenticeship, and we need to work at better understanding them and what will motivate that partnership. He surmised that some efforts will take flight and others will be stuck in the mud and may need some concerted effort to push them out.

- This summer, DWD will be rolling out an initiative on skills clusters and competencies and will make it available to all Job Centers.
 - Ms. Wood inquired if DWD has any connection to the DPI data system project to link K-12 through WTCS data.
 - Deputy Secretary Barry stated that DWD is aware of the DPI data project, but there is no direction connection. He stated that DWD's ASSET architecture works toward common data elements. He noted that DPI's approach uses a unique identifier that is not the social security number, which may be an insurmountable problem in terms of analyzing or linking data.
- Deputy Secretary Barry discussed the importance of using data about the services people have received to evaluate the effectiveness of services, with the ultimate goal of keeping the effective services and improving or losing those that are ineffective. He noted that all of this must be done in a manner that allows us to delve into skills, capacities, services and outcomes, without being intrusive.

Deputy Secretary Barry thanked the Council for working to keep apprenticeship a valued training program.

Sub-Committee Reports:

Equal Access Sub-Committee: Ms. Morgan presented the report, which was part of the mailed meeting packet. She provided an update to the report, telling members that the video referenced in report item #1 has been completed and embedded in the training materials. Upon conclusion of the report, **Ms. Watrud made a motion to approve the Cultural Competency workshop outline for use in workshops. Second by Ms. Pratt. Motion passed.**

Ms. Morgan referred members to the USDOL Training and Employment Notice No. 13-12 (TEN 13-12) in their member packet. She noted the TEN's stated purpose of both informing the workforce system about pre-apprenticeship programs and promoting tools to improve consistency and quality of those programs. She provided a brief overview of the TEN and reported that the Sub-committee has taken up this issue. Efforts may include tapping existing pre-apprenticeship programs to help with development prior to working with local Boards to gain their support, recognition and funding of true "pre-apprenticeship" with industry linkages. Ms. Pratt requested that the Sub-Committee include TRANS, as appropriate.

Educational Linkages:

Ms. Watrud presented the report, which was part of the mailed meeting packet. She reviewed the K-12 Outreach plan and the supporting outreach pieces. Ms. Watrud and Mr. Tschillard reported that reaction to the K-12 outreach pieces has been positive. Mr. Bucio encouraged BAS to pursue Spanish versions for distribution. Mr. Kindred shared a draft handout, "Apprenticeship Awareness Toolkit" modeled on similar tools used by DPI to promote Tech Ed awareness. **Ms. Pratt made a motion to approve the Sub-committee's work thus far and to continuing moving forward with the efforts presented today. Second by Co-chair Hayden. Motion passed.**

Policy & Standards Sub-Committee:

Mr. Tschillard presented the report, which was part of the mailed meeting packet. He referred members to the apprenticeship leave-behind designed to inform legislators about the value of apprenticeship to Wisconsin's business and workforce communities. Member discussion centered on the role of members in carrying this message. Suggestions for the Sub-committee included development of speaking points for members, possibly in a "pocket card" format.

Mr. Tschillard reported that the Sub-committee has begun work to improve linkages with the workforce system and will initially rely upon a smaller group.

US DOL Recognition of Wisconsin as State Approving Agency:

Ms. Morgan referred members to the December 13, 2012 USDOL/ETA letter in their packet. She reminded members of USDOL/OA's concerns about DWD 295.10 Family-owned construction business and its language which provides for selection of "any person necessary to an approved affirmative action plan" in the language of 295.10(2). She reported that USDOL/OA will confer SAA recognition when BAS clarifies the application of this provision to ensure that there is no conflict with Title 29 CFR part 30. She stated that Wisconsin has until March 31, 2013 to submit the Manual revision to USDOL/OA. She asked the Council whether BAS should proceed and make the change or whether the revision should be made by the Policy & Standards Sub-committee. **Members agreed without dissent that BAS should make the changes to the Manual, as presented.**

2013 Apprenticeship Outreach Campaign Preview & Update:

Ms. Morgan presented an array of outreach pieces which have been produced as part of the upcoming outreach campaign targeting manufacturers in Wisconsin. She reported that a day of media training will held the first week of April for BAS staff and technical college apprenticeship coordinators, followed by two days of consultative sales training for the BAS ATRs. She encouraged members to attend the media training and asked that interested members contact her directly.

WTCS Update:

Ms. Wood presented the WTCS update. She shared a WTCS Apprenticeship Contacts listing, noting that there are currently 95 instructors providing apprenticeship instruction through WTCS. She referenced the earlier remarks of WTCS President Foy and DWD Deputy Secretary Barry, stating that the "career pathway" concept was evident throughout their remarks. Ms. Wood provided a handout illustrating the WTCS Adult Career Pathways for Programs Related to Apprenticeship and encouraged members to consider where apprenticeship fits within the broader career pathway and how will can work with partners to ensure that apprenticeship is logically and clearly embedded in the career pathway tools and approaches used by our partners. She reported that, despite very low apprentice numbers, no campuses have moved to stop apprenticeship instruction. Ms. Wood provided a handout titled "Quality Checklist for Apprentice RA Preparatory Programs" and described how it could be used as a blueprint for where pre-apprenticeship is headed in the future.

DPI Update:

Mr. Kindred informed members that the 49th SkillsUSA State Leadership & Skills Conference will be held at Chula Vista Resort in Wisconsin Dells, on April 10 – 11, 2013. He reminded members that these students are excellent candidates for skilled trades. He requested help from members in securing judges for the plumbing competition in future years, noting that it could not be held this year due to lack of judges. Mr. Kindred shared a Wisconsin STEM handout and encouraged members to stay or become engaged with STEM activities in Wisconsin. He stated that apprenticeship occupations are encompassed in STEM, reminding members that science, technology, engineering and mathematics are found through the skilled trades.

Members discussion followed, centering on the impact of full student schedules impacting the number of tech ed classes they have time for, the need for schools to apply to get their courses approved for STEM-related equivalency credits, and the benefits to be gained when a student has aligned with a career cluster before entering 9th grade.

Mr. Kindred announced that he had submitted Ms. Morgan's name as a good candidate to sit on an academic and career-planning task force being formed by DPI, and is hopeful that she will be selected to participate and champion apprenticeship through that group.

Statistics:

Ms. Wellington provided members a copy of annual apprenticeship statistics and presented a brief review of the data and trends.

Old Business:

None.

New Business:

None.

Next Council Meeting:

Co-chair Riberich scheduled the next meeting for 10:00 am on Wednesday, March, 27, 2013 at a Madison-area location that is yet to be determined.

Adjourn

Co-chair Riberich called for any other business to come before the Council. Hearing none, he called for a motion to adjourn. Motion by Ms. Pratt to adjourn. Second by Mr. Tschillard. Motion carried and the meeting was adjourned at 3:30 pm.

Respectfully submitted by
Kathy Wellington, Recorder